ICM

Institute for
COMPUTERMATION
Management

A Division of PHOTO MAGNETIC SYSTEMS, INC.
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The Institute for
COMPUTERMATION Management
presents

SEMINARS ON COMPUTER BASED TOUCH TONE® SYSTEMS

- Highlights of Computer Based Touch-Tone Systems
- State Of The Art
- Price Performance Aspects of Time Sharing Devices And Systems
- Other Comput-A-Phone Applications
- Commercial Application
- Impact Of The Computer Telephone Corporation Comput-A-Phone System
- Comput-A-Phone System Implementation Considerations
- Franchise Opportunities For City-Wide Comput-A-Phone Time Sharing Systems
- User Practice And Operation of Comput-A-Phone System And Devices
- Cocktail Hour For The Press And Institute For COMPUTERMATION Management Students

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Computer Telephone Corporation has arranged with the Institute to pay the regular course fee of $95.00 for you. A nominal luncheon and catering charge non-refundable of $20.00 per person is the only charge made, payable in advance with the return of your registration card. This also permits utilization of the luncheon time for informal interchange of ideas.

Other details of the seminar, including an agenda and registration card, are enclosed. Registration is limited and on a first-come-first-served basis. We also must plan accurately for accommodations. If you plan on attending, you should get your registration card back to us ten days prior to the institute you plan attend. You should plan your own transportation and lodging.

®TOUCH TONE IS A REGISTERED TRADEMARK OF THE AMERICAN TELEPHONE AND TELEGRAPH CO.

AMONG THE FEATURED AUTHORITIES . . .

Peter James
Inventor of the Comput-A-Phone

Peter James, Founder President and Chairman of the Board of Photo Magnetic Systems, Inc., parent corporation of Computer Telephone Corporation and Comput-A-Credit Company. Mr. James has a Juris Doctor from George Washington University School of Law and a B.S. in Economics from the Wharton School of Finance and Commerce, University of Pennsylvania. Mr. James is a prolific inventor and author of Comput-A-Phone Systems and Photo Magnetic Systems. He also serves on the IEEE Data Communications and Telegraphy Systems Committee, Colesville Baptist Church Board of Trustees and is a member of several professional societies.

Walter E. Trabbold

Walter E. Trabbold is Comptroller of the Bank of Delaware. The Data Processing Department is part of the office of the Comptroller, headed by Mr. Trabbold. He has served as a branch manager, assistant treasurer in charge of bookkeeping and transit, assistant comptroller in charge of data processing and systems and methods. He is a graduate of the School of Banking, Rutgers University. Mr. Trabbold has served in various positions in the Data Processing Management Association and is past president of the Bank Automation Association of the Delaware Valley. He has served as chairman of a Joint ABA-NABAC committee on the study of no-passbook savings. He is a member of the Board of Trustees of NABAC's Research Division and instructor at the National Automation School at Purdue University. He is a member of the Advisory Committee for the Delaware Technical & Community Colleges and has been chairman of two National Workshops of the ABA, the latest being the Management Information System/Central File Workshop in February 1967 in New Orleans.

John J. Secan

Mr. Secan is Secretary-Treasurer and a Director of Photo Magnetic Systems, Inc. Prior to his present position, for five years he was Controller and Assistant Secretary of Capitol Milk Producers Cooperative, Inc., a Maryland corporation operating a chain of approximately 180 retail convenience dairy grocery stores in Washington, Maryland and Virginia better known as "Highs Dairy Products." Mr. Secan received his education from the Walsh Institute of Accountancy in Detroit, Michigan. During World War II, he served in the U.S. Air Force for three years in special services. His experience includes fifteen years of public accounting before joining Home Milk Producers Association in Miami, Florida as Controller. He is a member of the American Institute of Public Accountants, the National Accountants Association, National Society of Accountants for Cooperatives, American Management Association and belongs to Saint Bartholomew's Catholic Church in Bethesda. John enjoys the sports of golfing and skiing when time permits.

Partial list of 1967-68 Attendance to

The Institute for COMPUTERMATION Management

American Motors
American Telephone and Telegraph Co.
Bell Telephone Laboratories
Beverly Bank
Brenco Automation Center
Calgon Corporation
Campbell Soup Company
Canadian Imperial Bank of Commerce
C. A. Reed Co.
Carroll Graphics, Inc.
Coats & Clark
Comput-A-Credit, Inc.
Computer Telephone Corporation
Continental Bank and Trust Co.
Dashew Business Machines, Inc.
Datamation Magazine
Dun and Bradstreet
Edward Isaac and Company
Fifty-Third Union Trust Company
First Union National Bank
First Wisconsin National Bank
Franklin National Bank
Gerber Products Company
Houston National Bank
IBM Corporation
I.C.C.A.
Johnson and Johnson
Litton Industries
Miners National Bank
Mobil Oil Corporation
National Shawmut Bank of Boston
New York Central System
New York Telephone Co.
Ohio Bell Telephone Co.
Pan American Airways
Philadelphia National Bank
Photo Magnetic Systems, Inc.
Pilgrim Plastic Products Co.
SCM
Southern New England Telephone Co.
Sunbeam Corp.
Sun Oil Company
Swedo International-Division of Litton, Ind.
Sylvania Electric—Div. of General Tel. & Elect.
Teletype Corporation
The First New Haven National Bank
The Presbyterian Hospital in the City of N.Y.
Traders Group Limited
Union Carbide
UNIVAC—Div. of Sperry Rand Corp.
United States Gypsum Company
Westclox Division of General Time Corporation
Westinghouse Electric Corporation

REGISTRATION: Tuition, including luncheons and course material, of $95.00 is prepaid by Computer Telephone Corporation a subsidiary of Photo Magnetic Systems, Inc. You pay only $20.00 for hotel luncheon and refreshment charges. Classes begin at 9:00 a.m. and end at 6:00 p.m.

HOTEL ACCOMMODATIONS: Hotel rooms are not included in the tuition, but reservation cards are furnished by the Institute for COMPUTERMATION Management upon registration.

OTHER COURSES: The Institute for COMPUTERMATION Management covers many subjects in the rapidly expanding "Information Utility Field" and "Data Communications." Among the seminars currently scheduled are:

- Survey of Data Communications
- Remote Data Input/Output Devices for Use Over Telephone and Teleprinter Grade Circuits
- Information Storage & Retrieval
- Graphic and Photo Magnetic Systems

For an outline of these or other courses in the Institute for COMPUTERMATION Management program, write:

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COMPUTER TELEPHONE CORPORATION
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10750 TUCKER STREET,
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DIAL 301/345-7400

The Institute for COMPUTERMATION Management is sponsored by a group of Next Generation Companies recognizing that applied education is vital to corporate growth. The sponsors' combined strengths present the most advanced thinking and applied experience in the area of computer based touch tone systems. Objective presentation is assured through employment of lecturers from industrial, commercial, financial, and academic fields. In addition, many of the finest scientific and professional men in America are retained on a consultant basis.

Emphasis on proven and workable solutions is enhanced through the use of case studies and actual "live" demonstrations.

The Institute for COMPUTERMATION Management stresses cost-effectiveness in system design. Price performance evaluation of techniques, software and hardware is highlighted.

Sharing the skills of the Sponsor Companies through seminars in major cities is the major goal of the Institute for COMPUTERMATION Management.

The Sponsors are:

Photo Magnetic Systems, Inc.
10750 Tucker Street
Beltsville, Md. 20705
Dial (301) 345-7400

Computer Telephone Corporation
10750 Tucker Street
Beltsville, Md. 20705
Dial (301) 345-7400

Comput-A-Credit, Inc.
10750 Tucker Street
Beltsville, Md. 20705
Dial (301) 345-7400

The Institute for COMPUTERMATION Management

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Please Check

- ☐ **FRIDAY, DECEMBER 13, 1968**
  Beverly Hilton, Beverly Hills, California
- ☐ **THURSDAY, JANUARY 2, 1969**
- ☐ **FRIDAY, JANUARY 3, 1969**
  The Conrad Hilton in Chicago, Illinois
- ☐ **MONDAY, JANUARY 13, 1969**
  The Statler Hilton in Boston, Massachusetts
- ☐ **FRIDAY, JANUARY 17, 1969**
  The Miami Hilton, in Miami, Florida
- ☐ **MONDAY, FEBRUARY 3, 1969**
  The John Marshall in Richmond Virginia
- ☐ **MONDAY, MARCH 3, 1969**
  The Statler Hilton in New York City
- ☐ **MONDAY, MARCH 10, 1969**
  The Statler Hilton, Dallas, Texas
- ☐ **MONDAY, MARCH 24, 1969**
  The Washington Hilton in Washington, D.C.
- ☐ **THURSDAY, APRIL 17, 1969**
  The Queen Elizabeth in Montreal, Canada
- ☐ **FRIDAY, APRIL 18, 1969**
  The Royal York Hotel in Toronto, Canada
- ☐ **WEDNESDAY, APRIL 30, 1969**
  The Statler Hilton in New York City

Register Me For

The Institute for COMPUTERMATION Management
SEMINAR ON TOUCH-TONE COMPUTER SYSTEMS.

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE: _____ ZIP: _____

PHONE: _____

PLEASE REGISTER THIS ADDITIONAL STUDENT	NAME:
	TITLE:

Tuition of $95.00 paid in full by Computer Telephone Corporation

NOMINAL LUNCHEON & CATERING FEE $20.00 ☐ CHECK ENCLOSED ☐ BILL MY COMPANY

Make Check payable to: COMPUTER TELEPHONE CORPORATION

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- ☐ **MONDAY, MARCH 10, 1969**
  The Statler Hilton, Dallas, Texas
- ☐ **MONDAY, MARCH 24, 1969**
  The Washington Hilton in Washington, D.C.
- ☐ **THURSDAY, APRIL 17, 1969**
  The Queen Elizabeth in Montreal, Canada
- ☐ **FRIDAY, APRIL 18, 1969**
  The Royal York Hotel in Toronto, Canada
- ☐ **WEDNESDAY, APRIL 30, 1969**
  The Statler Hilton in New York City

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Dear Colleague:

Because of your interest in terms like Touch-Tone Computer Systems, Data Communication, Remote Data Entry and Gathering, Time Sharing Computer Systems, and Computing by Phone, representing today's most significant trend in business, and you have already begun to feel the impact of this trend, *you are cordially invited* to attend the Institute for Computermation Management one-day seminar on Touch-Tone Computer Systems.

I am happy to announce that when you sign up for one of the seminars, the Computer Telephone Corporation, a wholly owned subsidiary of the publicly held (over the counter) Photo Magnetic Systems, Inc., automatically pays $95 of the regular tuition fee of $115 for you. Therefore, all you are paying (other than for your own accommodations) is a luncheon and catering fee of $20 per person, payable in advance with the return of your registration card. This luncheon time also permits an informal interchange of ideas with Peter James, inventor of the Comput-A-Phone, along with other leading authorities.

For your convenience other details including an agenda and registration card are enclosed. Registration is limited to a first-come-first-served basis, and we respectfully request that you return the enclosed registration card to us ten days prior to the Institute date. You should expect to plan for your own lodging.

As you will see from the enclosed material, the Seminar is an excellent opportunity for you to get in-depth answers and interchange on Computer-Based Touch-Tone Systems and related subjects on an educational level not possible by other means. You will be able to discuss your individual Touch-Tone Computer Phone requirements at the time of the Seminar and at pre-arranged private technical sessions with Computer Telephone Corporation staff members. These technical sessions are by individual arrangement and will be held on the day before and the day after the formal Seminar. You may indicate your desire for a discussion *now*—as you fill out the enclosed Computer Telephone Corporation Comput-A-Phone Application Survey Card, Institute Registration Card (along with your check for $20) all of which I trust you will place in the mail, *now*!

I am sure you will find the program a day well spent in fulfilling your "need to know". And I look forward to meeting you personally at the session.

Sincerely yours,

Shirley Wilson

(Miss) Shirley Wilson

Enc.

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AGENDA

TIMES	TOPICS	SPEAKERS
9:00- 9:10	INTRODUCTION OF SPEAKERS	Shirley Wilson
9:10- 9:20	SUMMARY OF AGENDA	John J. Secan
9:20- 9:30	HIGHLIGHTS OF COMPUTER BASED TOUCH-TONE SYSTEMS STATE OF THE ART	Peter James
9:30- 9:40	Desirable Aspects For Remote Data Mechanization Devices	John J. Secan
9:40- 9:55	Touch-Tone Activated Computer Audio Response System	Peter James
9:55-10-15	COFFEE BREAK	
	PRICE PERFORMANCE ASPECTS OF TIME SHARING DEVICES AND SYSTEMS	
10:20-10:30	Competitive Touch-Tone Entry Devices	John J. Secan
10:30-10:45	Selected Output Devices For Touch-Tone Systems	Walter E. Trabbold
10:45-11:00	Typical Audio Response Computer Installation	Walter E. Trabbold
11:00-11:10	IBM Audio Response Unit Prices	Peter James
11:10-11:20	Cognitronics Audio Response Unit Prices	Peter James
	COMMERCIAL APPLICATIONS	
11:20-11:30	Credit Authorization and Granting	Peter James
11:30-11:50	Full-Line Banking Services	Walter E. Trabbold
11:50-12:00	Order Entry	John J. Secan
12:00-12:25	OTHER COMPUT-A-PHONE APPLICATIONS Reservation Systems Information Services Remote Data Collection Applications Exotic Applications Summary of Applications	Peter James
12:30-12:50	LIVE DEMONSTRATIONS	All Speakers
12:50- 1:10	QUESTION PERIOD	
1:15- 2:30	LUNCH	
2:30- 2:45	LIVE DEMONSTRATIONS	All Speakers
2:45- 3:00	15 Minute Question Period	Panel

3:00- 3:20	IMPACT OF THE COMPUTER TELEPHONE CORPORATION COMPUT-A-PHONE SYSTEM 1. What is taking place today? 2. What is currently being done? 3. What will be done in the near future?	Peter James
3:20- 4:00	COMPUT-A-PHONE SYSTEM IMPLEMENTATION CONSIDERATIONS Implementation Problems Circuit Requirement Estimation Price Performance Comparison Bell System Data Set Prices Comput-A-Phone System Add-On Devices Comput-A-Phone Security and Privacy Approaches	 Walter E. Trabbold & John J. Secan Peter James Peter James John J. Secan Walter E. Trabbold Peter James & Walter E. Trabbold
4:00- 4:15	SHORT BREAK	
4:15- 4:35	FRANCHISE OPPORTUNITIES FOR CITY-WIDE COMPUT-A-PHONE TIME SHARING SYSTEMS Income Forecasts Expense Forecasts Net Revenue Forecasts	Peter James & Guest Lecturers
4:35- 5:00	PANEL DISCUSSION & REVIEW	All Speakers
5:00- 6:00	USER PRACTICE AND OPERATION OF COMPUT-A-PHONE SYSTEM AND DEVICES	Student Participation
6:00- 7:30	COCKTAIL HOUR FOR THE PRESS AND INSTITUTE FOR COMPUTERMATION MANAGEMENT STUDENTS	

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COMPUT-A-PHONE APPLICATION SURVEY CARD

If you are interested in having a Computer Telephone Corporation representative call on you to discuss the advantages of direct phone-to-keypunch data entry via the new Comput-A-Phone-To-Keypunch Translator, please fill out the following information and drop this card in the mail.

NAME OR ORGANIZATION			YOUR NAME	
TITLE	STREET			
CITY	STATE	ZIP CODE	AREA CODE	PHONE

TO COMPUT-A-PHONE REPRESENTATIVE: ☐ PLEASE CALL FOR APPOINTMENT. ☐ WE CAN SEE YOU AT ANY TIME.

☐ PLEASE COME PREPARED TO DISCUSS *(fill in application information)* _____

_____

_____

_____ _____

DATE SIGNATURE